Product Alert

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Omni Cigarettes MANUFACTURER: Vector Group Ltd. CATEGORY: 505 - Cigarettes. FULL TEXT

Miami, FL-based Vector Group Ltd. is expected to soon be introducing Omni Cigarettes that are said to have a reduced cancer-causing agent in the smoke to below carcinogenic levels. Literature states, "While there is no such thing as a safe cigarette, we believe we've eliminated what the health community considers to be the most serious cancer causing agents with these developments." Vector "plans to have its claims for Omni verified by independent labs before it starts selling the new line." One slogan that is said may be considered is "Omni. A better choice for smoker." The Vector Group is also said to be treating tobacco with a combination of chemicals, including palladium, a metal most commonly used in catalytic converters in cars. The result, they claim: They can largely block the formation of cancer-causing large polycyclic aromatic hydrocarbons, or PAHs. Eventually, Vector plans to combine use of palladium with genetically modified tobacco, which the company says contains almost no nicotine. These plants... are also nearly free of another class of carcinogen, known as tobacco-specific nitrosamines. With palladium and genetic engineering... "Vector will significantly decrease levels of two of the most dangerous kinds of carcinogens in cigarette smoke." For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (716) 374-6326.

---- INDEX REFERENCES ----

COMPANY (TICKER): Vector Group Ltd. (VGR)

KEY WORDS: NEW PRODUCTS/SERVICES; PRODUCT INTRODUCTION; UNITED STATES; CIGARETTES; CIGARETTE MANUFACTURING

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